



## 5 incentives to help employees become brand advocates

It's natural for employees to question what they stand to gain from participating in an advocacy program. Instead of fighting back against this attitude, just tell them what they want to know. Because the truth is, employees can get a lot out of these initiatives.

Here are 5 incentives that can inspire employees to become your strongest brand advocates.

### 1. leaderboards

Sweeten the pot by gamifying your employee advocacy program. For example, [Zappos](#) runs a company leaderboard that ranks employees with the most Twitter followers. Even if there's no prize at the end, employees can embrace the spirit of a good, old fashioned competition.

### 2. awards

Hand out awards for employees who generate the most shares or traffic from their content. You can even host a ceremony at the end of quarter to highlight their great work and give out prizes. These regular events can help keep employees motivated to participate.

### 3. office celebrations

Rewarding employees with flashy bonuses can promote unhealthy advocacy, as they may start to share content for the wrong reasons. That's why it's important to honor employees with recognition rather than monetary rewards. An easy way to do this is to host a small party or offer special in-office perks.

### 4. recognition from the c-suite

It's especially powerful for leadership to reward employees because recognition from C-suite executives can boost employees' careers and, in turn, encourage others to join the advocacy program. In order to ensure that this happens, leadership must be on board with the initiative from the start.

### 5. growing their personal brands

By actively sharing company messages on their platforms, employees can grow their personal brands on social media and advance their careers. Consider letting employees post exclusive content, which allows them to become go-to resources for customers who have questions and want to keep up with the brand's developments.